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A linguistic exploration of persuasion in written Japanese discourse: a systemic functional interpretation

Motoki Sano
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**A Linguistic Exploration of Persuasion
in Written Japanese Discourse:
A Systemic Functional Interpretation**

A thesis submitted in fulfilment of the requirements for the award of the degree

Doctor of Philosophy

from

University of Wollongong

by

Motoki Sano,

BA, *University of Wollongong*

BA(Honours), *University of Wollongong*

Faculty of Arts

2006

Certification

I, Motoki Sano, declare that this thesis, submitted in fulfilment of the requirements for the award of Doctor of Philosophy, in Faculty of Arts, University of Wollongong, is wholly my own work unless otherwise referenced or acknowledged. The document has not been submitted for qualifications at any other academic institution.

Motoki Sano

19 December 2006

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Key to Notations

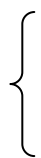
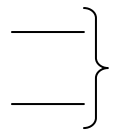
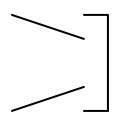
1. Interliner gloss

ASP	aspect
CAV	causative auxiliary verb
COP	copula
HON	honorific
HUM	humble
IMP	imperative form
INC	auxiliary verb for inclination
ITJ	interjection
KA	interrogative key "-ka"
KOTO	nominaliser 'koto'
NEG	negative polarity realised by a morpheme
NI	particle 'ni'
NO	Nominal linking maker "no"
O	particle 'o'
OBL	obligation realised by a morpheme
PASS	Passive
PST	past tense
TOWA	particle 'towa'
VOL	volitional form
WA	particle 'wa'
()	the elements that are covertly expressed
[]	the information added by the author of the present thesis

2. Structure Analysis

adv.gp.	adverbial group
Int. Adj	Interpersonal Adjunct
nom.gp.	nominal group
post.phs.	postpositional phrase
Text. Adj	Textual Adjunct
ver.gp.	verbal group
Ø	ellipsis

3. System Network

Type	Symbol	e.g.
basic	$a \xrightarrow[\text{A}]{\text{SYSTEM-}} \begin{cases} b \\ c \end{cases}$	If a, then, b or c
Simultaneous system 	$a \left\{ \begin{array}{l} \xrightarrow[\text{A}]{\text{SYSTEM-}} \begin{cases} b \\ c \end{cases} \\ \xrightarrow[\text{B}]{\text{SYSTEM-}} \begin{cases} d \\ e \end{cases} \end{array} \right.$	If a, then, choose b or c and also choose d or e
Conjunctive entry condition 	$a \left\{ \begin{array}{l} \xrightarrow[\text{A}]{\text{SYSTEM-}} \begin{cases} b \\ c \end{cases} \\ \xrightarrow[\text{B}]{\text{SYSTEM-}} \begin{cases} d \\ e \end{cases} \end{array} \right. \xrightarrow[\text{C}]{\text{SYSTEM-}} \begin{cases} f \\ g \end{cases}$	If c and d, then choose f or g
Disjunctive entry condition 	$a \left\{ \begin{array}{l} \xrightarrow[\text{A}]{\text{SYSTEM-}} \begin{cases} b \\ c \end{cases} \\ \xrightarrow[\text{B}]{\text{SYSTEM-}} \begin{cases} d \\ e \end{cases} \end{array} \right. \xrightarrow[\text{C}]{\text{SYSTEM-}} \begin{cases} f \\ g \end{cases}$	If c or d, then choose f or g
operator		
IF, THEN (I,T)	$a \left\{ \begin{array}{l} \xrightarrow[\text{A}]{\text{SYSTEM-}} \begin{cases} b \\ c \end{cases} \xrightarrow[\text{C}]{\text{SYSTEM-}} \begin{cases} f \\ g \end{cases} \\ \xrightarrow[\text{B}]{\text{SYSTEM-}} \begin{cases} d \\ e \end{cases} \xrightarrow[\text{D}]{\text{SYSTEM-}} \begin{cases} h \\ i \end{cases} \end{array} \right.$	When the feature "f" is selected, then, the feature "e" must be selected.
Markedness (*)	$a \left\{ \begin{array}{l} \xrightarrow[\text{A}]{\text{SYSTEM-}} \begin{cases} b \\ c \end{cases} \xrightarrow[\text{C}]{\text{SYSTEM-}} \begin{cases} f \\ g \end{cases} \\ \xrightarrow[\text{B}]{\text{SYSTEM-}} \begin{cases} d \\ e^* \end{cases} \xrightarrow[\text{D}]{\text{SYSTEM-}} \begin{cases} h \\ i \end{cases} \end{array} \right.$	The feature "e" is the marked choice .

Type	Definition	Operator	e.g.
Structuring			
Insertion	Insert Function as a component of the structure	+	+Actor (insert Actor to the structure of the feature)
Ordering	Order Functions in the specified manner	^	Actor^Goal (order Actor before Goal in the structure of the feature)
Layering			
Conflation	Conflate one function with another to form the same component of the structure	/	Actor/Theme (conflate Actor with Theme, i.e. choose the same unit for Actor and Theme in realising the feature)
Rank			
Preselection	Preselect the specified units of rank for the realisation of a Function	:	Actor: nominal group Preselect nominal group in realising Actor

4. Romanisation

alphabet (hiragana) {katakana}

a (あ){ア}	i (い) {イ}	u (う){ウ}	e (え){エ}	o (お){オ}	
ka (か){カ}	ki (き){キ}	ku (く){ク}	ke (け){ケ}	ko (こ){コ}	
sa (さ){サ}	shi (し){シ}	su (す){ス}	se (せ){セ}	so (そ){ソ}	
ta (た){タ}	chi (ち){チ}	tsu (つ){ツ}	te (て){テ}	to (と){ト}	
na (な){ナ}	ni (に){ニ}	nu (ぬ){ヌ}	ne (ね){ネ}	no (の){ノ}	
ha (は){ハ}	hi (ひ){ヒ}	fu (ふ){フ}	he (へ){ヘ}	ho (ほ){ホ}	
ma (ま){マ}	mi (み){ミ}	mu (む){ム}	me (め){メ}	mo (も){モ}	
ya (や){ヤ}		yu (ゆ){ユ}		yo (よ){ヨ}	
ra (ら){ラ}	ri (り){リ}	ru (る){ル}	re (れ){レ}	ro (ろ){ロ}	
wa(わ){ワ}					
ga (が){ガ}	gi (ぎ){ギ}	gu (ぐ){グ}	ge (げ){ゲ}	go (ご){ゴ}	
za (ざ){ザ}	ji (じ){ジ}	zu (ず){ズ}	ze (ぜ){ゼ}	zo (ぞ){ゾ}	
da(だ){ダ}	ji (ぢ){ヂ}	zu (づ){ヅ}	de (で){デ}	do (ど){ド}	
ba (ば){バ}	bi (び){ビ}	bu (ぶ){ブ}	be (べ){ベ}	bo (ぼ){ボ}	
pa (ぱ){パ}	pi (ぴ){ピ}	pu (ぷ){プ}	pe (ぺ){ペ}	po (ぽ){ポ}	
kya (きゃ){キャ}		kyu (きゅ){キュ}	kyo (きょ){キョ}		
sha (しゃ){シャ}		shu (しゅ){シュ}	sho (しょ){ショ}		
cha (ちゃ){チャ}		chu (ちゅ){チュ}	cho (ちょ){チョ}		
nya (にゃ){ニャ}		nyu (にゅ){ニュ}	nyo (にょ){ニョ}		
hya (ひゃ){ヒャ}		hyu (ひゅ){ヒュ}	hyo (ひょ){ヒョ}		
mya (みゃ){ミャ}		myu(みゅ){ミュ}	myo (みょ){ミョ}		
rya(りゃ){リャ}		ryu(りゅ){リュ}	ryo(りょ){リョ}		
gya (ぎゃ){ギャ}		gyu (ぎゅ){ギユ}	gyo (ぎょ){ギョ}		
ja (じゃ){ジャ}		ju (じゅ){ジュ}	jo (じょ){ジョ}		
bya (びゃ){ビャ}		byu (びゅ){ビュ}	byo (びょ){ビョ}		
pya (ぴゃ){ピャ}		pyu (ぴゅ){ピュ}	pyo (ぴょ){ピョ}		
n(ん){ン}					
p, t, s, k (っ){ツ} txi (てい) {ティ}					
long vowels					
aa (ああ){アー}	ii (いい){イー}	uu (うう){ウー}	ee (ええ){エー}	oo (おう){オー}	
grammatical particles					
wa (は)	e(へ)	o (を)	ni (に)	de (で)	ga (が)

Abstract

This thesis is designed to explore how the social act of persuasion is realised in Japanese discourse linguistically. Specifically, it explores those linguistic resources that are essential for constructing written persuasive texts from a Systemic Functional perspective.

The present study, as a case study, analyses eleven written persuasive texts. This thesis presents the result of the study. It illustrates those elements of structure and meanings that must be and can be utilised in constructing persuasive texts. It also demonstrates how these elements and their meanings can be realised through linguistic resources such as TRANSITIVITY, ATTITUDE and ELLIPSIS.

The thesis tentatively proposes that in Japanese written persuasive texts, the act of persuasion is constructed via setting up a position that is not just that of the writer but also that of the reader. This rhetorical strategy is realised by elements which i) attract the reader to the discourse, ii) evoke empathy from the reader and iii) state the position that the writer wants to 'share' with the reader implicitly or explicitly. The semantic style of persuasion is motivated socially, which is explained by the notion of *homologisation* (cf. Ikegami 1991), a sociological theory which models the identification of commonality in Japanese society. It is within the framework of *homologisation*, that the Japanese writer 'relativises' themselves with the reader, and, rather than establish their own 'individual' position, they establish a 'common' position with the reader.

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ARIGATOU GOZAIMASHITA, everyone. Now, I will go back to Japan and start another exploration of the world of language.